

FIG. 4

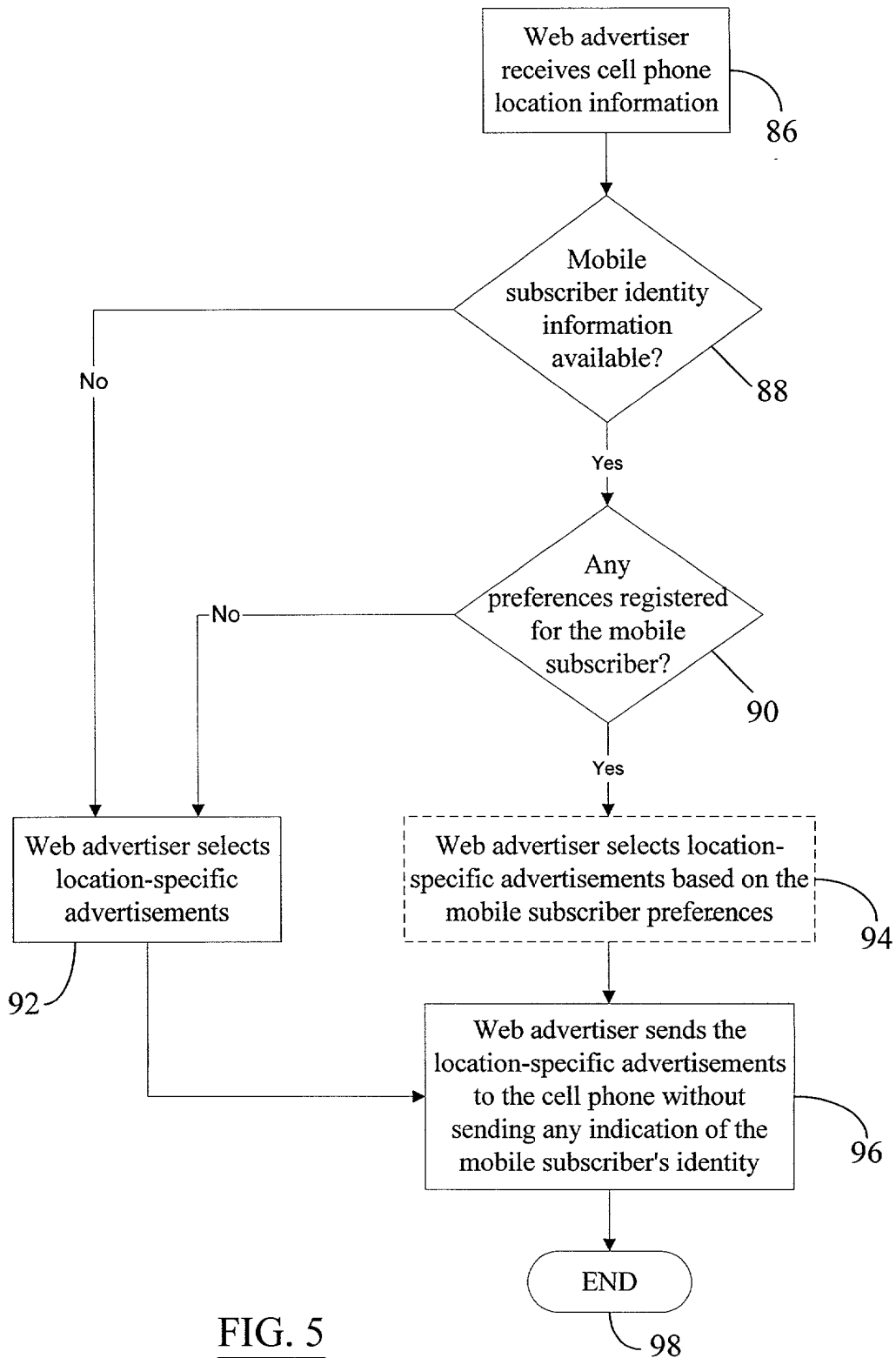


FIG. 5

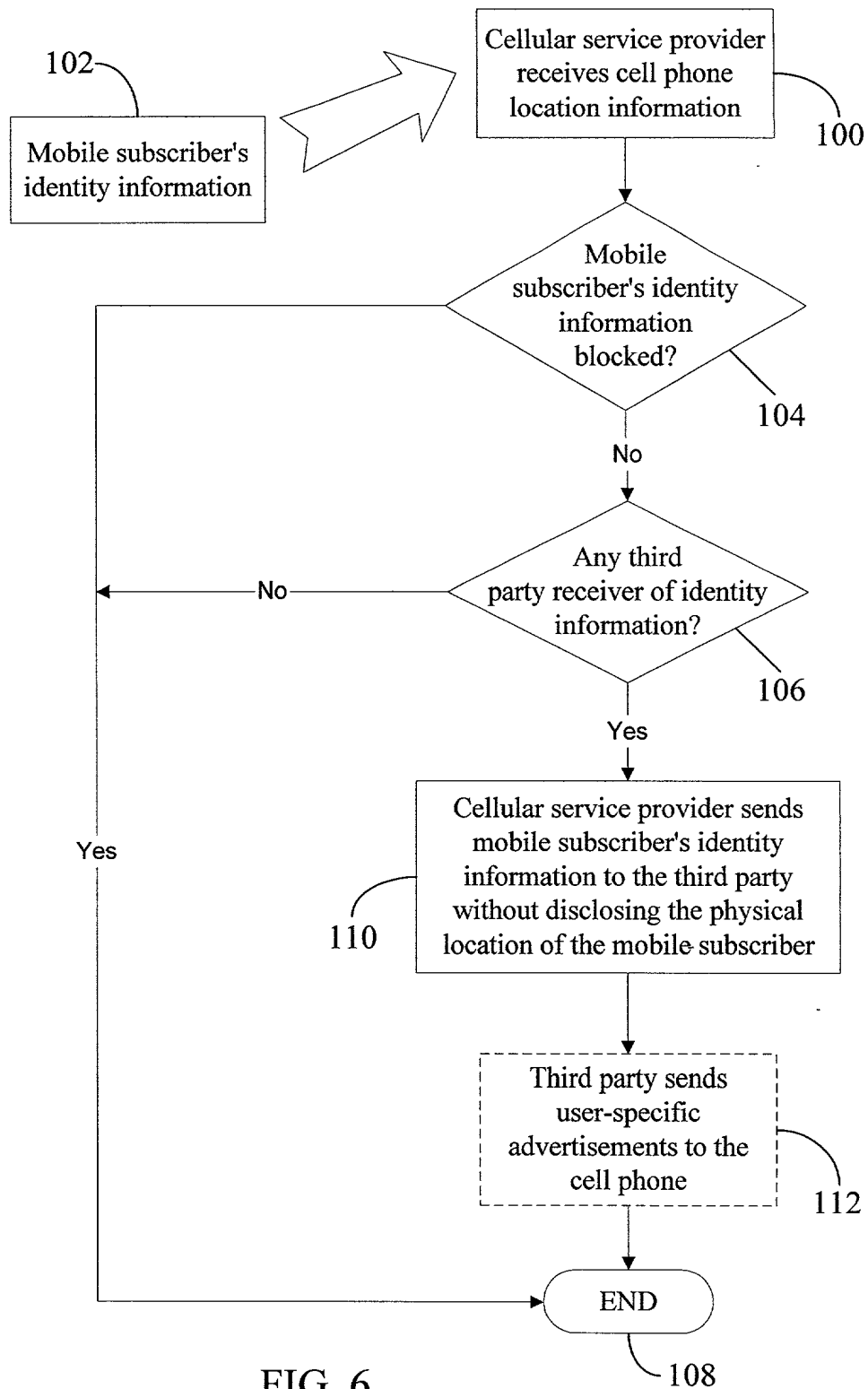


FIG. 6

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graph TD
    114[Web advertiser receives mobile subscriber's identity information] --> 116{Mobile subscriber location information available?}
    116 -- No --> 120[Web advertiser selects user-specific advertisements]
    116 -- Yes --> 118{Any preferences registered for the mobile subscriber?}
    118 -- No --> 120
    118 -- Yes --> 122[Web advertiser selects user-specific advertisements based on the mobile subscriber preferences]
    122 --> 124[Web advertiser sends the user-specific advertisements to the cell phone without sending any indication of the mobile subscriber's location]
    124 --> 126([END])
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FIG. 7